

Creative Brief

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Project Title: Instant Noodles Website

1. Project overview

My website is supposed to be kind of like a digital pamphlet of sorts, for displaying information about instant noodles, from its history and origins, to ingredients, to common and popular brands.

I want to present the information in a fun and colorful way to make it appeal to a wide range of people.

2. Resources

The wikipedia article I looked at was: https://en.wikipedia.org/wiki/Instant_noodles

I also looked at images on google to get a sense of popular brands and types of instant noodles.

3. Audience

This website is mostly meant to be educational, but also would be a good place for people to get recommendations on what instant ramens to buy. I plan on having labels to categorize different ramens—things like spicy, soupy, stir fried, etc. The audience is most likely people who don't know as much about instant ramen, since they can come learn all about it, or instant ramen fanatics who are curious to know more about the history.

4. Message

I would like to make my website convey the journey that instant noodles took from its origins to becoming one of the most popular snacks/foods not only in Asia, but worldwide.

5. Tone

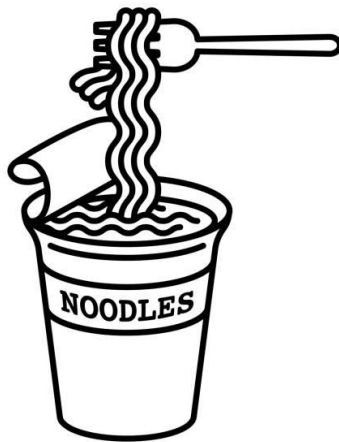
The tone will be more light and fun. Even though I am diving into the history of instant noodles, I want to present all the information in a very simple and digestible way. I plan on having plenty of visuals and not too much text, so as to not overwhelm the viewer.

6. Visual Style

I want to have a lot of warm and bright colors. One of the main colors I might use is a warm yellow, to represent the iconic hue of the noodles. I also think it would be fun to have a bright red or just pure black as accent colors, as inspired by the Shin ramen package:

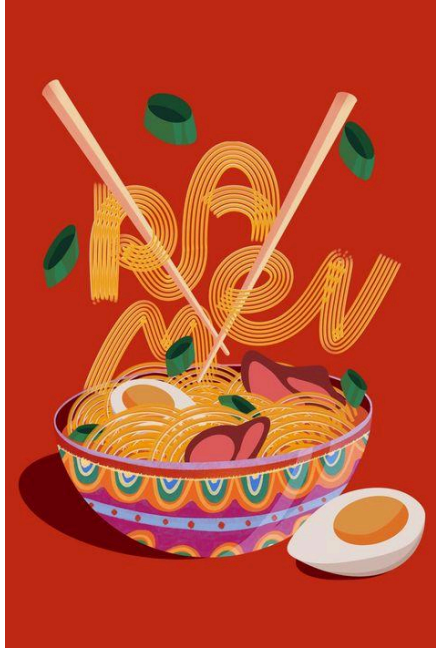


I also plan to use some illustrations, rather than only having images. This would add a more playful and cartoonish feel to my site.



Some more inspiration pictures:





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